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U. S. Department of Agriculture  
Extension Service

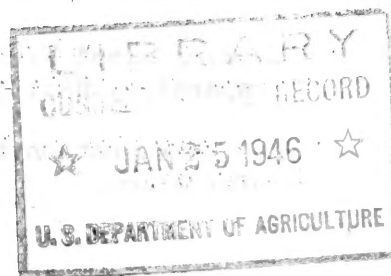
MONTHLY REPORT OF SIGNIFICANT ACTIVITIES  
of the  
DIVISION OF EXTENSION INFORMATION  
For November 1945

Principal operations of the Division which concern public information about various phases of the extension program, materials developed for extension field use, and some of the service and information activities for the States and counties.

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\*This section does not include activities which support specific programs.

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## I. ANTI-INFLATION

### Completed

- (1) Weekly Letter to Extension Directors, Nov. 2, re:
  - (a) OPA discussion meetings.
  - (b) Some price and rationing changes.
- (2) Weekly letter to Extension Directors, Nov. 9, re:
  - (a) OPA study on poultry ceiling prices.
  - (b) Ceiling prices for frozen drawn poultry.

## II. COTTON

### Completed

- (1) Helped prepare for and attended regional cotton conferences at Dallas and Atlanta to discuss extension cotton program with extension workers and others and get their ideas on plans and materials as well as lay the situation before them. Invited 30 leading, press, radio, and magazine representatives to meetings; 12 attended and most others responded with hearty letters.
- (2) Took lead with Assistant Director Williamson in bringing together report of regional meetings, for getting it back to State workers and to cooperating information groups here.
- (3) Conferred with representatives of the PMA Cotton Branch, CCC, Field Service, FAR, BPI Cotton Division, BAE, Office of Information, and others on clearance and development of additional facts for the Facts About Cotton background publication.
- (4) Prepared 7-minute radio interview for use over WSB, Atlanta, Ga., by Assistant Director Williamson.
- (5) Prepared item for Director's weekly letter on basic issues of the extension cotton program, in terms of trends in extension education work.

### In Preparation

- (1) 7- step leaflet for farmers sent to the printer.
- (2) Facts About Cotton -- 60 pages of background facts for county agents and leaders; essentially approved; final art work progressing.
- (3) Looking Ahead With Cotton. Some trends and choices for county agents, prepared by BAE; page proofs returned to printer.
- (4) Cotton education folder for the press, in cooperation with Office of Information.

## II. COTTON

(Cont'd.)

### In Preparation

- (5) Education kit for county agents, to contain statement of program, materials available, suggestion for agents, and the four publications listed above.
- (6) 3-reel general USDA cotton movie -- some shots taken and final script progressing.
- (7) 1-reel cotton picking short -- shots completed.
- (8) Two exhibits by the Exhibit Section on cotton and the South's economy.
- (9) A slidefilm, similar to the Facts About Cotton leaflet.
- (10) Also planned -- two other publications; a rotogravure spread, newspaper mats, a set of discussion charts for agents, and additional visual material and suggestions for county agent educational kit.
- (11) A program for Southern agriculture -- cotton. November Review.

## III. 8-POINT DAIRY PROGRAM

### Completed

- (1) Cleared for Extension Service 8 radio scripts dealing with various phases of 8-point dairy program--special transcription series, financed by Dairy Industry Committee.
- (2) Prepared statement on cooperative features of dairy program for inclusion in Dairy Industry Committee leaflet.
- (3) Weekly Letter to Extension Directors, Nov. 30, re:  
(a) The Secretary's dairy speech.
- (4) Announcement of new circular on 8-point dairy program. November Review.

### In preparation

- (1) 8-point dairy information kit of materials for 1946 program, being prepared in cooperation with Office of Information. (In press.)
- (2) 8-point dairy display, in cooperation with Office of Information.

## IV. FARM LABOR

### Completed

- (1) Cooperated with Farm Labor office in preparation of annual report forms.

IV. FARM LABOR  
(Cont'd.)

Completed

- (2) Division staff member conferred with representatives of Country Gentleman and its advertising agency, James G. Lamb Co., on Country Gentleman's 1945 farm labor advertising campaign.
- (3) Discussed Texas migratory farm labor reception center program with Saturday Evening Post editors, and Minnesota labor story with Country Gentleman, with a view to interesting them in these stories for future publication.
- (4) Prepared suggested letter for signature of Secretary Anderson to Dole Hawaiian Pineapple Co., expressing appreciation for its advertising campaign in support of farm labor recruitment.
- (5) Prepared radio spot announcement for use by Radio Service.
- (6) Models show how labor can be saved (Mich.). November Review.
- (7) Labor-saving caravan shows to 60,000 people (Wis.). November Review.

In preparation

- (1) Narrative report on informational activities in support of farm labor program.

V. FARM SAFETY

Completed

- (1) Cooperated with Subject-Matter Division in preparation of circular letter to State extension directors, explaining safety program.
- (2) Attended regular monthly meeting of USDA Safety Council.
- (3) Weekly Letter to Extension Directors, Nov. 30, re:  
(a) Important farm safety meeting.

VI. FAT SALVAGE

Completed

- (1) Weekly Letter to Extension Directors, Nov. 23, re:  
(a) Farm slaughter and raw fat salvage.
- (2) Weekly Letter to Extension Editors, Nov. 13, re:  
(a) Fat salvage.
- (3) Weekly Letter to Extension Editors, Nov. 27, re:  
(a) Ferreting our fat.

## VII. FIRE PREVENTION

### Completed

- (1) Collected for analysis from States/<sup>releases</sup> on Fire Prevention Week, for the purpose of making more effective informationally this activity in 1946.
- (2) Weekly Letter to Extension Directors, Nov. 30, re:  
(a) Fire prevention manual.

## VIII. FOOD PRODUCTION

### Completed

- (1) Weekly Letter to Extension Directors, Nov. 16, re:  
(a) Early fertilizer buying urged.

## IX. 4-H CLUB WORK

### Completed

- (1) See XVIII, Publications, item 1.
- (2) Prepared memorandum of suggestions to Office of Information for consideration in preparing Secretary Anderson's address to the Club Congress in December.
- (3) Prepared address for Director Wilson for use at 4-H Club Congress, entitled "The 4-H Charter for Tomorrow."
- (4) Weekly Letter to Extension Directors, Nov. 23, re:  
(a) Directors attend western 4-H meeting.
- (5) Weekly Letter to Extension Editors, Nov. 20, re:  
(a) 4-H Club Congress news.
- (6) Weekly Letter to Extension Editors, Nov. 27, 43:  
(a) 4-H Club Congress coverage.
- (7) Weekly Letter to Extension Editors, Nov. 13, re:  
(a) 4-H Club Congress and your RFD's.  
(b) Noted (4-H article by Jack Flowers, Sept-Oct. Kraftsman).
- (8) Prepared fact sheet on 10 guideposts for 4-H program for press use at 4-H Congress in Chicago.
- (9) Fact sheet on 4-H Club work, for press and radio use during Congress.
- (10) Statement on contest winners mimeographed and sent to State extension editors for local use.
- (11) Arranged with Director Ramsower (Ohio) for William Zipf to head radio services at 4-H Club Congress.

IX. 4-H CLUB WORK  
(Cont.)

Completed

- (12) Prepared exhibit in cooperation with 4-H Club staff and Exhibits Service for display at Congress.
- (13) Cooperated with Bernice Wheeler, Department magazine liaison officer, in sending letter to 47 writers and magazine editors, offering special service in getting information for them from Congress.
- (14) Supplied 4-H prints to following magazines: Life, Good House-keeping, Agricultural Leaders' Digest.
- (15) Supplied stories on 4-H Club members to Mr. Nichols for use on Ford Sunday Evening Hour.
- (16) 4-H Clubs measure results. November Review.
- (17) 4-H Club stages war bond show (Minn.). November Review.
- (18) 4-H Clubs study forest acre (Miss.). November Review.
- (19) Leaders' council takes charge (Calif.). November Review.
- (20) 4-H demonstration plots (N. Dak.). November Review.

In preparation

- (1) Information program to support 4-H postwar program.
- (2) Series of kodachrome slides on 4-H leadership, Washington County, Md., in cooperation with Milo Downey, Maryland 4-H Club leader.
- (3) Photo page on club work in Western States, for photo catalog.

X. GOOD NEIGHBOR RELATIONS

Completed

- (1) Arranged interview of International News Service reporter with Dr. Frutcheon on foreign student program.
- (2) Weekly Letter to Extension Directors, Nov. 23, re:  
(a) Martin Yang returns to China.
- (3) Weekly Letter to Extension Editors, Nov. 13, re:  
(a) Noted (article by York Sampson on Chinese training program, Oct. 26 issue, Christian Science Monitor).

## XI. HOME DEMONSTRATION WORK

### Completed

- (1) Today's Vision--Tomorrow's Reality, talk prepared for Director Wilson for annual meeting of National Home Demonstration Association.
- (2) Weekly Letter to Extension Directors, Nov. 23, re:  
(a) Home economics section.
- (3) Weekly Letter to Extension Directors, Nov. 30, re:  
(a) Lebanon seeks home welfare worker.
- (4) Weekly Letter to Extension Editors, Nov. 6, re:  
(a) Home demonstration article reprint.
- (5) Gathered material for Bradley Smith, who is writing an article on home demonstration work for Liberty magazine.

### In preparation

- (1) Photo page on home demonstration work in Western States, for photo catalog.

## XII. HOME FOOD PRESERVATION

### Completed

- (1) Weekly Letter to Extension Directors, Nov. 30, re:  
(a) USDA circular on freezing.

## XIII. LOCAL LEADERS

## XIV. NEGRO EXTENSION WORK

### Completed

- (1) Education offers hope for West Africa, by T. M. Campbell. November Review.

## XV. NUTRITION AND HEALTH

### Completed

- (1) Weekly Letter to Extension Directors, Nov. 30, re:  
(a) Dr. Lease here on corn enrichment.
- (2) Weekly Letter to Extension Editors, Nov. 6, re:  
(a) Nutrition film in the mail.
- (3) Filler -- Health and sanitation campaign in Venezuela. November Review.

XVI. OLDER YOUTH

Completed

- (1) Prepared story on youth section of American Country Life Association meeting for Better Farming Methods.
- (2) Weekly Letter to Extension Directors, Nov. 2, re:  
(a) Youth Faces Tomorrow (Ohio bulletin).
- (3) What is the community made of? G. J. Douglas Ensminger. November Review.

XVII. PLANNING

Completed

- (1) Weekly Letter to Extension Directors, Nov. 16, re:  
(a) Interbureau postwar policy report.

XVIII. PUBLICATIONS

Completed

- (1) Arranged for Division of Field Studies and Training to run readability test on Knox County, Tex., 4-H Club handbook at request of Texas extension editor.
- (2) Weekly Letter to Extension Directors, Nov. 2, re:  
(a) Gates offers use of insect color slides.
- (3) Prepared four letters to State publication distribution officers regarding status of various Department publications.
- (4) Arranged for distribution of the following publications to State extension workers:
  - (a) Taxonomic Value of Characters in Cultivated Barley.
  - (b) OS Fact Sheet on poultry.
  - (c) USDA 1574-45.
  - (d) Our Land and Water Resources.
  - (e) Equality for Agriculture.
  - (f) Speech by Secretary Anderson at Anderson, S. C., on cotton.
  - (g) National Turkey Improvement Plan.
  - (h) Agriculture, Industry, and the Future of Farmers.
  - (i) PMA Fact Sheet on poultry.
  - (j) Outlook charts on farm family living.
  - (k) Average Silage for Dairy Cows.
  - (l) PMA Cotton Quality Statistics.
  - (m) Getting Started in Farming.
  - (n) FAO.
- (5) 682 requests from State extension workers were received for publications, in response to which 537,654 copies were supplied.

XVIII. PUBLICATIONS  
(Cont'd.)

Completed

- (6) 86,053 copies of processed material were sent out to extension workers during the month.
- (7) Editorial Unit edited 180 duplicating jobs consisting of 796 pages, and 9 miscellaneous jobs totaling 30 pages.
- (8) School leaflets appeal to children (New York) November Review.

XIX. RADIO (General)\*

Completed

- (1) Weekly Letter to Extension Directors, Nov. 2, re:  
(a) FM radio.
- (2) Weekly Letter to Extension Directors, Nov. 16, re:  
(a) Wisconsin FM network gets under way.
- (3) Weekly Letter to Extension Editors, Nov. 6, re:  
(a) New York plans television broadcasts.  
(b) FM for you.  
(c) Gapen again on the go.  
(d) USDA transcription.
- (4) Weekly Letter to Extension Editors, Nov. 13, re:  
(a) USDA transcription.
- (5) Weekly Letter to Extension Editors, Nov. 20, re:  
(a) WHA's FM plans.  
(b) USDA transcriptions.
- (6) Weekly Letter to Extension Editors, Nov. 27, re:  
(a) USDA transcriptions.

In preparation

- (1) Revision of radio handbook for extension workers (in press).

XX. REHABILITATION OF WAR-TORN COUNTRIES

In preparation

- (1) Proceedings of the conference on agricultural rehabilitation of war-torn countries.

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\*This section does not include activities which support specific programs.

UNITED STATES

Completed

1. The first step in the process is to identify the problem.

(1)

2. The second step is to analyze the problem and determine the causes.

(2)

3. The third step is to develop a plan of action to solve the problem.

(3)

4. The fourth step is to implement the plan.

Continued

5. The fifth step is to evaluate the results of the plan.

(4)

6. The sixth step is to make adjustments as needed.

(5)

7. The seventh step is to document the process.

(6)

8. The eighth step is to communicate the results.

(7)

9. The ninth step is to review the process.

(8)

10. The tenth step is to conclude the process.

(9)

11. The eleventh step is to report the results.

(10)

In Progress

12. The twelfth step is to identify the next steps.

(11)

13. The thirteenth step is to plan the next steps.

Not Started

14. The fourteenth step is to implement the next steps.

(12)

15. The fifteenth step is to evaluate the results of the next steps.

(13)

XXIII. VISUAL AIDS (General)\*  
(Cont'd.)

In preparation

- (5) Slidefilm presenting in a simplified manner hints on better photography for county extension agents with inexpensive photographic equipment.

XXIV. WORLD SECURITY ORGANIZATION

Completed

- (1) Weekly Letter to State Extension Directors, Nov. 2, re:  
(a) 38 States joined in charter education.
- (2) Weekly Letter to State Extension Directors, Nov. 9, re:  
(a) Secretary reports on FAO  
(b) Other FAO reports.  
(c) FAO's director general.
- (3) Weekly Letter to Extension Directors, Nov. 16, re:  
(a) UNO charter adopted.
- (4) Weekly Letter to Extension Directors, Nov. 23, re:  
(a) Paris to be headquarters for UNESCO.

XXV. MISCELLANEOUS

Completed

- (1) Yours for Victory, article on 1945 Extension accomplishment prepared for January issue of Extension Service Review.
- (2) Prepared reviews of book, Seaman A. Knapp, Schoolmaster of American Agriculture, for Extension Service Review and Agricultural Leaders Digest.
- (3) Compiled list of job opportunities in extension editorial field.
- (4) Held Division discussion clinic on the Extension Service Review, to consider possibilities for improving the magazine in content, format, and typography.
- (5) At request of Agricultural Leaders Digest, arranged for brief tribute to Estes Taylor from Extension Service staff members, for use in that periodical.
- (6) Prepared feature article for January Review, A New Chapter Begins.
- (7) Prepared for Director Wilson, Extension Retools for Peace, address before the annual meeting of the National Association of County Agricultural Agents.

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\*This section does not include activities in support of specific programs.

XXV. MISCELLANEOUS  
(Cont'd.)

Completed

- (8) Prepared memorandum to Extension staff, calling attention to lecture by T. C. Roughley, Deputy Controller of Fisheries, New South Wales, Australia, on Wonders of the Great Barrier Reef.
- (9) Prepared report of significant activities of the Cooperative Extension Service for October, for Bureau of the Budget.
- (10) Weekly Letter to Extension Directors, Nov. 2, re:
  - (a) New director in Connecticut.
  - (b) Utah director takes leave.
  - (c) Shruben rejoins our staff.
  - (d) Miss Frysinger retires.
  - (e) Second clothing collection.
  - (f) New vocational educational bill.
  - (g) Farm opportunities.
- (11) Weekly Letter to Extension directors, Nov. 9, re:
  - (a) Secretary and Chester Davis on air.
  - (b) State and county USDA councils.
  - (c) Dean Iddings takes year's leave.
  - (d) Secretary goes to Kansas and South.
  - (e) Mr. Lloyd much better.
  - (f) Secretary Anderson scotches rumors.
  - (g) New England home remodeling conference.
  - (h) What's ahead for Extension.
  - (i) BAE study on income parity.
  - (j) Strange conference--good editorial.
  - (k) State extension conferences this month.
  - (l) Director Wilson back next week.
- (12) Weekly Letter to Extension Directors, Nov. 16, re:
  - (a) Western directors' conference.
  - (b) Surplus property disposal.
  - (c) County agricultural buildings.
  - (d) Guy O'Roke passes.
  - (e) Maryland State extension conference.
  - (f) Infantile paralysis drive, Jan. 14-31.
  - (g) Policy talks by Secretary Anderson.
  - (h) President's memorandum on Pearl Harbor inquiry.
  - (i) Freight car action promised.
  - (j) FAR enclosure.
- (13) Weekly Letter to Extension Directors, Nov. 23, re:
  - (a) All food except sugar off rationing list.
  - (b) 23d annual outlook conference.
  - (c) India studying extension set-up.
  - (d) Mr. Goss' annual address.
  - (e) A visit from John Gunther.
  - (f) Profreader's correction.
  - (g) Agency actions and statements.

XXV. MISCELLANEOUS  
(Cont'd.)

Completed

- (14) Weekly Letter to Extension Directors, Nov. 30, re:
  - (a) Busy week ahead for extensioners.
  - (b) Secretary Anderson on H. R. 3422.
  - (c) Taken from among us.
  - (d) Agency actions and statements.
- (15) Weekly Letter to Extension Editors, Nov. 6, re:
  - (a) Councils--nee war boards.
  - (b) Heard from.
  - (c) Noted (article by Dorothy Towle, N. H. in October issue of Forecast).
  - (d) Snapshots.
- (16) Weekly Letter to Extension Editors, Nov. 13, re:
  - (a) The 1945-46 EEAC.
  - (b) Farm opinion survey.
  - (c) Mileham to join staff next week.
  - (d) Seen along the roadside.
  - (e) Heard from.
  - (f) Combined operations.
  - (g) Snapshots.
  - (h) What's ahead for Extension.
  - (i) Food picture.
- (17) Weekly Letter to Extension Editors, Nov. 20, re:
  - (a) December comes every year.
  - (b) Mileham reports.
  - (c) Job opportunities.
  - (d) Heard from.
  - (e) Surplus Property Administration regulation 14--Watch for developments.
  - (f) New ACE prospects.
  - (g) Snapshots.
  - (h) Yours for a perky turkey.
- (18) Weekly Letter to Extension Editors, Nov. 27, re:
  - (a) Memo for tomorrow.
  - (b) Estes P. Taylor.
  - (c) Add: job opportunities.
  - (d) Round robin.
  - (e) Farm opinion survey.
  - (f) Snapshots.
- (19) Wyoming postwar houses, by Ellen L. Bramlett (Wyo.). November Review.
- (20) Connecticut demonstrates sheep dipping. November Review.
- (21) The farmers' part in industrialization. November Review.

XXV. MISCELLANEOUS  
(Cont'd.)

Completed

- (22) Sheep flock improvement work (N. Dak.). November Review.
- (23) Livestock conservation day (Iowa). November Review.
- (24) Test plots valuable. (Iowa). November Review.
- (25) What is the function of the result demonstration? November Review.

In preparation

- (1) Annual Report of Cooperative Extension Work, 1945.
- (2) Mailing list of selected individuals, organizations, and groups for dissemination of extension information.
- (3) Division conference clinic.
- (4) Plans for working out in cooperation with other divisions a report on the wartime accomplishments of the Cooperative Extension Service.